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ABSTRACT

Attitudes toward family gender roles were examined using data collected in family courses since 1968. Data contributed by single men (N=803) and women (N=1,830) in response to a questionnaire were grouped into 2-year intervals. Factor analysis was used to produce gender role assessment scales, and gender differences were assessed using a t-test for separate groups. Gender differences in attitudes toward love also were examined. Some trends emerged that seemed to reflect broader changes in married gender role prescriptions and sexual attitudes. The most consistent change was reflected in gender roles providing less authority to males and greater latitude toward females in financial and other areas. In the areas of wife-husband economic control and decision making, changes seem to be consistent with the greater participation of married women in the paid labor force. Attitudes about love were less consistent although they did reflect gender differences in that men, of college age, tended to be more idealistic about romance and family relations and to hold a less realistic attitude toward motherhood than did women. Where gender differences occurred in attitudes toward premarital sex, males tended to be more accepting of premarital sexual behavior for both men and women than were females, and this was reflected in the males' sexual behavior as well. Findings suggest that attitudes are changing and that men and women continue to differ in their attitudes. (Contains 47 references.) (NB)

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EVIDENCE FOR CHANGING ATTITUDES ABOUT GENDER ROLES:

AN ANALYSIS OF DATA ACQUIRED SINCE 1968 .

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EVIDENCE FOR CHANGING ATTITUDES ABOUT GENDER ROLES: AN ANALYSIS OF DATA ACQUIRED SINCE 1968

Introduction

Attitudes toward family gender roles are examined using data collected in family courses since 1968. Hypotheses are tested that attitudes toward wife-husband gender roles are changing providing greater latitude toward wives, and that women are more accepting of gender role change than are men. Single men (N = 803) and women (N = 1830) are grouped into two-year intervals. Factor analysis is used to produce gender role assessment scales, and gender differences are assessed using a t-test for separate groups. Gender differences in attitudes toward love are also examined. Findings suggest that attitudes are changing, and men and women continue to differ in these attitudes.

Study of Family and Change

There is long-standing interest in family social change. Social analysts from various disciplines trace or attempt to assess changes in family systems. The duration of change assessed sometimes spans all of human history. For instance, Talmey (1933) writes

> Marriage has evolved from the original permanent mating of the prehuman state to primal promiscuity, consanguineous family, punaluan family, pairing family, patriarchal family, to strict female and loose male monogamy; and is gradually reaching, through the modern feminine movement, to strict male and female monogamy (427).

Collins and Coltrane (1991) similarly portray changes in the family system suggesting that the human nuclear family emerged 1-5 million B.C. moving through tribal societies (8000 B.C.), rise in the patrimonial household (3000 B.C. in Mesopotamia and Egypt), emergence of the private household (1700-1800 in Europe) into the more egalitarian family since 1950 (160). Other family researchers and students assume change in family social structure and form including basic assumptions about change in their book titles, e.g. Burgess and Locke (1953) *The Family: From Institution to Companionship* and Kirkpatrick (1963) *The Family: As Process and Institution*.

The *Journal of Marriage and the Family* publishes articles at the end of each decade reviewing not only change in family systems but also in the selection of family dimensions examined and analytical techniques used. These articles reflect the prominence of family related behaviors such as changes in the family power structure (Salifilios-Rothschild, 1970), premarital sex (Clayton and Bokemeir, 1980) and feminism's relation to the family (Ferree, 1990).

In spite of prolonged interest in family change, it is difficult to systematically assess such change using the methods of social science. Lang and Lang suggest that change analysis is based on what they call "aggregate trend data" (1961, 550) often collected for reasons other than analyzing change. This means that change analysis often is a kind of secondary analysis.

The historical approach has been to profile families on the basis of extant writings from the time and culture considered, though this is often open to happenstance survival of documents and viewpoints of the literary people living at the time. The well known Calhoun trilogy on the family (1945) is an ambitious attempt to describe the American family since colonial times. Stone (1979) indicates the extensity of sources used in portraying the

family in England (1500-1800). He lists a wide array of sources including an assortment of personal documents, newspapers, advice handbooks, creative literature, legal documents and vital statistics. More focused research has analyzed existing demographic materials as developed by French demographers (Gordon, 1983), and through analysis of marriage manuals (Gordon and Bernstein, 1970).

Recently, precise methods for analyzing family social change have emerged. **One** method of assessing change is to sample different age cohorts at a particular time though this is subject to selective remembering (e.g., Falk, 1964 and Whyte, 1990). **A second** method utilizes a representative group of subjects (panels) and studies their change periodically through time. Some time ago, Kirkpatrick (1963) urged that this method be used much more frequently. Such studies are good at revealing individual change as persons encounter life's major events. **A third** approach is to sample different subjects in a particular age cohort through time in order to detect changes (e.g., Ward, 1991 & 1992). It is also possible to bring together data from a number of studies made through time and estimate change on the basis of such data (Thorton 1989).

Longitudinal data are infrequent in sociological research, and there are some good reasons for this. Designing an instrument suitable for prolonged use is difficult if for no other reason than that language changes. Interest in a particular research subject demands endurance, if not by the original researcher, then by others willing to use a particular research instrument. The researcher requires a suitable research context and accessible subjects along with analytical resources.

Theoretical Assumptions

The precise motivations for beginning the prolonged data acquisition discussed in this paper are themselves fogged by time and biased through selective remembering though the motivations were couched in the late sixties with its growing feminist consciousness (Evans, 1979). The three-part instrument used in this study evolved through time. The original instrument was constructed in a seminar on women's roles, in 1967, comprised of ten highly motivated female students.

Several primary assumptions guided the formulation of this study. **First** was an awareness that men and women differed about women's family roles. **Second** it was assumed that attitudes about these roles were changing. **Third**, it was not sufficient simply to think in terms of two dichotomous roles appropriate for each gender. Seminar participants understood that persons might perceive various family gender role options. If that was true, then appropriate matching of these roles by wives and husbands would be important in marital survival and adjustment. The notions of unique and individualized marital agreements and androgyny were only beginning to emerge at this time.

More recently Vago (1989) and Harper (1989) review notions about social change. Vago discusses direction of change in terms of linearity, diffusion, cycles, megatrends, technical complexity, etc. He further suggests that change analysis is shifting from focussing on entire societies to specific processes within society (83). Harper illustrates this by specifically discussing changing families in its basic demographic dimensions such as lower fertility, higher divorce and remarriage rates, etc. Harper assumes that the family is shifting toward greater divergency of types. In specific reference to Judith Blake, he suggests that there has been "a decline in the structural differentiation, isolation, and functional specialization of families (27). The present study assesses change in terms of linearity. Though the time span is

perhaps not long enough to assess cycles, some speculation nonetheless is made about that.

When this research was established, role theory was useful in conceptualizing marital social behavior in terms of its social psychological dimensions. Role theory continues to be used in some of its dimensions but in some cases has given way to concepts such as scripting (Strong & DeVault, 1992). Part of its disuse perhaps derives from notions that role concepts foster role stereotypes--particularly gender stereotypes. Role concepts utilized in this analysis were informed by various theoretical statements such as those developed by Sarbin (1954). Sarbin defines a social role as "a patterned sequence of learned actions or deeds performed by a person in an interaction situation" (p. 225). He goes on to identify related concepts such as position, expectations, perceptions, and role enactment.

Falk (1966) elaborates on these dimensions as follows: (1) **social position**, in which persons are assigned social positions, such as wife or clerk, which locate them in a social setting; (2) **role prescriptions**, in which associates, friends, and relatives prescribe behavior for the role incumbent; (3) **role behavior**, in which patterns of actual behavior are distinguished from the normative system; (4) **self-expectations**, in which persons develop self-concepts and evaluate their own behavior in terms of the prescriptions made by others; (5) **role anticipation**, in which individuals anticipate that certain sets of prescriptions will apply to them when they enter a new social position; (6) **self-anticipation**, in which the individual will expect to behave in certain ways upon entering a social position. The concept of social role continues its elaboration in consequent editions of the **Handbook of Social Psychology**.

This research identifies two social positions, "wife" and "husband" and assumes that more than one set of role prescriptions can apply to each of these positions (diversity). Persons indicate the degree to which they would prescribe different kinds of behavior as appropriate to the husband-wife social positions (locations). The research solicits individual gender behavior that may be associated with anticipations of married roles and also perceptions of parental decisioning behavior.

Consistency theory would suggest that role prescriptions ought to be consistent with general cultural assumptions, though this could assume an over rationalized view of human behavior (Kiesler, Collins & Miller, 1969). From this viewpoint, one would assume that gender role prescriptions would change to become consistent with general cultural assumptions such as that economic survival requires that wife-mothers be in the labor force. Does this assumption foster greater empowerment of the wife-mother in marital decisioning? Consistency theory would suggest that it does.

In sum, this study originated within the framework of social role analysis in assuming increasing diversity among these roles. It focused on gender differences in role perceptions and behavior. The current analysis focuses on assessing whether linear change is occurring in several family dimensions such as dating, economic and other dimensions of control, affection and pre-marital sexual permissiveness. Also it attempts to assess in some degree co-directional change among these dimensions, and whether these are moving away from traditional (19th century) family assumptions of affectional mate-selection and patricentricity. It also examines whether gender divergence continues.

Research Methodology

Amidst these delineated assumptions the seminar developed a set of statements about wife-husband roles, covering attitudes about decisioning on topics such as recreation, spending, child rearing, religion, politics, employment, education, kinship relations and sex. A taxonomy of theoretical role types used in formulating this part of the questionnaire are found in Figure 1. Degree of agreement was assessed through use of a Likert-type scale. The scale was based on research done by Dudeck (1959). Questionnaires were given to a number of beginning students in social and behavioral science classes. Thirty-five of the original items were retained for future use following an item analysis. Among the items are five from Reiss' sexual permissiveness scale. However unlike his use they are assessed individually by a Likert-type scale. These widely discussed and used items were subject to modification through time, and one needed to decide whether to modify these items in light of new research (Sprecher et al., 1988). Here the original statements are retained for the sake of continuity.

The items in the beginning instrument dealt only with attitudes toward women's roles. Consequently in 1974, 22 additional items were added about men's roles paralleling the original statements about women's roles. These items sometimes evoke tittered responses, e.g., when respondents come to the statement "the husband's place ought to be in the home." The parallel statement for women originated some time ago as part of an authoritarian scale.

The family classes where this instrument is used deals with affectional relations and intimate associations as most family courses do. When this instrument was formed, not much had been done on precisely assessing attitudes about love. Consequently L. and C. Falk constructed an instrument of 52 items about romantic love (in part based on Capellanus' rules of courtly love), love and aging, infatuation, love as a condition for marriage, Freudian orientations, and mystical love. The love items became part two of the research instrument.

The usual control variables, along with some additional attitudinal assessments, comprise the third part of the instrument. These items include gender, year in school, dating behavior, attitudes toward parental decisioning, parental occupation and sources of sexual information. The current version of the instrument includes 202 variables. The total sample in this analysis includes 803 males and 1830 females.

Data Gathering and Analysis

The questionnaire, described above, is routinely given the first class period. This provides time for analyzing the data and giving it to the class when relevant subjects are discussed. The original purpose of this was not to accumulate data through time (this is a by-product), but to provide students with information about themselves and examples of research methodology. This occurs in three ways: 1) the data are processed for each class and provided to the students for **discussion** at relevant times. 2) the students do an assignment by **testing a hypothesis(ses)** using accumulated data in computer assisted analysis, and 3) using **published data** in class. Compiled data are included in a manual and revised every three or four years (Falk 1965, 1968, 1971, 1975, 1978, 1982, 1985, 1988 and 1992). These manuals provide students with some time perspective as well as insight about how their attitudes and experiences agree or differ from their classmates'.

Do the data represent college age cohorts? This is always a relevant question in research if one is to generalize beyond the specific respondents.

In the 1986-87 academic year, the questionnaire was administered to a random sample of students in attendance at the college. The separate group T-test was used to determine if there were differences between class and general student body responses. Only three items were significant when items were compared by gender. On this basis it was judged that students in family classes were mostly representative of the student body. The college as a whole draws students primarily from the upper Midwest, a majority of whom are Lutheran with a ratio of about three females to every two males.

The data, beginning in 1968, is organized into two-year intervals. This permits using a somewhat larger N without masking most year-by-year change that might be occurring. Recently, a student with special data analysis talents worked through the data, cleaning it and comparing it with previous semester by semester analyses. Even though some data are lost, the data that exist are used with reasonable confidence. Only single students are retained in this analysis, and in fact, most students in these classes are single.

Likely this data collection and analysis would not have persisted were it not for the emergence of increasing efficiency in data analysis. Originally data were analyzed with a 1600 (16 k) series IBM, and the 80 column IBM card. The beginning correlational matrix was accomplished on this machine only through the dedicated efforts of an interested programmer. In fact his accomplishment in analyzing these data at that time was published in a computer journal. The IBM was replaced with a Burroughs card reading computer mostly designed for business accounting. Next came the PDP-11 with time-sharing, remote terminals and the need to convert data to electronic storage. This unit reached maximum capacity almost immediately and was replaced with the new time-sharing VAX and tape storage, a system that caused me to lose some of my data. The millennium finally arrived when analyses were made on a personal computer at first using two floppy disks. Currently data analysis is done with STATPAC using a Zenith 386-SX with hard disk. Even though I have surpassed ecstasy and reached Nirvana, this now permits research to overwhelm audiences with hoards of data.

Findings

Dating: Whyte (1990) compares three marriage year cohorts with the oldest cohort marrying in 1925-44. He finds that sixteen is the median age of first date for all marriage year cohorts (p. 23). A 1967 study (Landis and Landis 1973) reports a median age at just over fourteen for both females and males. The data in the current study indicate that these persons might have been slightly younger than Whyte's and slightly older than the Landis & Landis group when they began dating. Age at beginning dating is fairly consistent through the years with fifteen being the most frequent median age indicated (See Table 1). This study also compares dating frequency in three periods beginning in 1977 (See Table 2). Dating frequency in summer is highest in the middle period and lowest in the earlier and the most recent periods whether dates are counted in the summer or during the school year, off or on campus. Interestingly, males date more frequently than females while at college and females date more frequently during the summer.

Wife-Husband Roles: Thorton (1989) and others provide data suggesting that attitudes toward gender roles are becoming more egalitarian. In this analysis, attitudinal items about married roles were factored to develop a scale for assessing orientations toward greater freedom for wives vs. traditional control and authority by husbands. Five items were selected for each of these two orientations (see factor loadings in Table 3). The women's role includes items about continuing education, independent recreational activities, seeking political office, entering a selected occupation and

having an independent voice in spending. The men's role includes items on controlling family income, decisions about the church, husband being the only breadwinner, the wife being in the home and education being more important for the husband. The means of these scales for males and females at two-year intervals are shown in Table 4 and Figure 2.

Fairly consistent trends emerge with females scoring lower than males on male control and higher on female independence. Beginning with the 1972-4 period, there is a general and slight increase by both males and females in favoring female independence. By comparison, there is a more precipitous lowering in attitudinal scores favoring male patricentricity. This suggests an attitudinal change favoring less male dominance, a slight though consistent change favoring more female independence with consistent male-female differences through the 1972 to 1991 period.

A second scale, focusing on economic control, is created from five items dealing with male economic provision and control, female economic dependency, and domestic orientation. These items are all taken from the earliest part of the questionnaire beginning in 1968. Factor loadings and means at two-year intervals are in table 5. Figure 3 shows a sharp reduction in agreement with economic patricentricity in the first part of the analytical period reaching a low point in 1976-78 then followed by some increased agreement and a more recent decline. Women consistently score lower than men throughout the period. It is argued that these data trace a gradual but perceptive change (if not a behavioral one) in attitudes toward wife-husband roles, and these findings agree with Thorton's (1989) conclusions that roles are becoming more egalitarian.

Cohabiting couples, as compared to married couples, tend to favor retaining individual control over their finances (Strong & De Vault 1992, 173). An item in the questionnaire asks whether "A married couple ought to have one checking account held jointly?" Figure 4 plots responses of women and men to this item. These responses reflect interesting attitudinal changes with women favoring joint accounts more than men in the late sixties but decreasingly so during the 1970,s. The 1980's display some increase again in favoring joint accounts. Perhaps these attitudinal shifts reflect to some degree important changes in gender relations during this quarter century relative to dependence, independence and interdependence.

Attitudes about Love: Love appears to be undiminished as a topic related to family gender roles. An electronic library search turned up nearly 1200 books on love (in a library serving about 2900 students). Systematic studies assess the various dimensions of Love (Kephart 1967 & 1970, Knox 1968, Kunz 1969, Lee 1978, and Rubin 1970 & 1973). Recently published textbooks on marriage and family continue to discuss the merits and de-merits of romantic love in mating and marriage (e.g., Collins and Coltrane 1991, Knox and Schacht 1991, Nock 1992, and Strong and Devault 1991). Also there is continuing discussion about whether men or women are more romantic with earlier studies finding men as being more romantic (Knox & Sporakowski 1968) and more recent ones finding inconsistency by gender (Knox and Schacht 1991, 47).

Twenty-five of the 52 love items were selected for trend analysis and t-tests calculated for women's and men's means in each of the two-year intervals. In doing these analyses the scale (1 = decidedly no, 2 = no, 3 =slightly no, 4 = slightly yes, 5 = yes, and 6 = decidedly yes) the scale was modified to 4 = 5, 5 = 6 and 6 = 7 to provide a neutral point (theoretical equals 4) and value distance between 4 and 5 conforming to the scale used in the gender role part of the questionnaire (See table 6). Love items do not reflect regular and consistent change through time as do the role items

previously discussed. Nonetheless, a number of items are selected for discussion.

An item assessing romanticism, "it is common for persons to fall in love with each other at their first meeting" indicates rather consistent differences between men and women, and usually men agree more with this item than do women (See Figure 5). This finding conforms to some previous studies indicating men, in this age category, are more highly romantic than are women. Figure 5 also plots these "romantic" item means along with the economic control scores discussed above. One might speculate that in our high tech age and moon landings, these romantic attitudes might generally diminish through time; however these data do not show this to be so. Rather the two trends diverge.

Men appear to believe more strongly than do women that "As persons become older their emotional capacity to love diminishes." Figure 6 plots means for this item along with the "love at first meeting" means. Although trends are not extreme, the divergence between these two items is apparent. Persons through time are less willing to accept the notion that capacity to love diminishes among older persons. It is difficult to explain why gender differences occur about aging--one explanation is that males think of aging more in sexual terms than do females.

Women and men differ in their attitudes about spousal love and the presence of children. Men tend to agree with the statement "the early presence of children in the home increases the love of parents for each other," more than do women. A marked drop in agreement with this item in the early 1970's may reflect a lowering of idealized attitudes toward the family at that time (See Figure 7). The same figure also plots mean responses to the statement "After a woman has borne a child her love naturally decreases for her husband as it increases for the child." Neither women nor men agree much with this statement. However, men consistently agree more with the statement than do women. On balance persons are more willing to believe that children stimulate closer marital affection than affectional competition, though men are more likely to think that both occur.

Sexual Attitudes and Experience: Various sources suggest attitudes of increasing permissiveness toward sex outside of marriage and a commensurate increase in pre-and extramarital activities during the past two decades (Clayton and Bokemeier 1980, Hyde 1986, 311-12, and Thorton 1989). Two items from Reiss' sexual permissiveness scale (for women beginning in 1968 and for men beginning in 1976) reflect these changes (See Tables 7 and 8 and Figure 8). Through time, both men and women tend to agree more that "full sexual relations are acceptable for the female/male before marriage when she/he feels strong affection for her/his partner." Where men and women differ significantly (as assessed by the t-test), men tend to be more permissive than women whether the statement refers to men or women. However, agreement with the statement "full sexual relations are acceptable for the male/female before marriage even if he/she doesn't feel particularly affectionate toward his/her partner" increases little through time essentially remaining on the disagreement end of the scale for both men and women. However as with the previous item, where differences occur by gender, men agree more than do women.

Have these attitudes been translated into behavior? It would appear that they have. Figure 9 shows the percent of men and women saying they have had sexual intercourse (unmarried persons) and with more than one person. Two conclusions are drawn: One, sexual experience for both men and women has increased through time, and two, men tend to be more experienced, for these age cohorts, than women.

Respondents were asked about their primary and most accurate sources of sexual information. There is not a great deal of volatility through time in these responses about sources of information. Tables 9 and 10 show the percentages of information derived from family members. On the whole, parents are not a primary source of information for either women or men except that women do obtain information from their mothers more often than men do from either of their parents. Mothers may be increasing as an accurate source of information, particularly for women. In spite of much media attention, college persons appear to have obtained a major portion of their primary and most accurate information from persons outside the family.

Summary and Discussion

This research derives from classroom academic exercises. This analysis of change is secondary to the primary purpose of marital role data gathering, i.e., to provide students with information about how they view marital roles, and provide them with "real" data for doing secondary data analysis. This process has now continued sufficiently long to permit some analysis of changing attitudes and behavior.

There are various difficulties in designing and applying a research instrument through time. In addition to the problems of systematic sampling are those related to language change and modes of data analysis. Nonetheless some trends emerge that seem to reflect broader changes in married gender role prescriptions and sexual attitudes. Most consistent change is reflected in gender roles providing less authority to males and greater latitude toward females in financial and other areas.

In the areas of wife-husband economic control and decisioning, changes seem to be consistent with the greater participation of married women in the paid labor force. This would seem to provide some indirect evidence for Harper's (1959) assumption that the family is reflecting broader societal assumptions and attitudes away from the more clearly distinct gender family roles. Perhaps it is mostly the changing economic role of the female that induces commensurate changes in attitudes.

Attitudes about love are less consistent though they do reflect gender differences consistent with findings elsewhere in that men, of college age, tend to be more idealistic about romance and family relations. They may also reflect a less realistic (more naturalistic?) attitude toward motherhood than do women. Sexual attitudes and behavior appear to reflect and confirm changes reported elsewhere during the last decades. Persons appear to be more accepting of premarital sex with affection but much less so without affection. Where gender differences occur, males tend to be more accepting of premarital sexual behavior for both men and women than are females, and this is reflected in their sexual behavior as well. As to the sources of sexual information, there has been some shift through time in reported accurate and primary sources. Parents do not fare well in these two categories, though mothers are cited more frequently than fathers particularly by women. These findings would seem to have important implications for the debate about where, when and how children ought to be informed about sexual behavior.

There appear to be some logical inconsistencies in these findings. It would seem that romanticism might diminish with greater economic realism and sexual experience. However, this is not the case since some aspects of romanticism seem to increase or at least show inconsistencies through time. What is consistent is that women seem lest "romantic" than men as supported in other studies. If nothing else, this analysis cautions about making global assumptions about change as being logically coherent. Rather as Vago (1989) suggests about trends in trend analysis, studies need to focus more specifically on select aspects of social change.

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FIGURE 1: A DESCRIPTIVE TAXONOMY OF FEMALE-MALE FAMILY ROLES

Family Types	Authority	Occupation	Values	Kinship	Education	Recreation	Sex	Child Rearing
PATRIARCHAL								
Female	Deferential	Wife-Mother	Deferential	Deference to paternal	Domestic Skills	Sex segregated	Non-initiatory Other-oriented	Mediational primary
Male	Dominant	Worker-earner	Dominant-selecter	Patrilineal orientation	Work Skills	Sex segregated	Initiatory self-oriented	Instrumental dominant
PATRICENTRIC								
Female	Domestic latitude	Modified wife-mother or earner-supportive	Mostly deferential	Male line priority	Mostly domestic Some earner skills	Family or sex segregated	Responsive non-initiatory	Primary some shared
Male	Ultimate authority	Occupation oriented	Primary oriented	Male line priority	Earning skills technical	Family or sex segregated	Initiatory	Secondary some shared
SUBSIDIARY								
Female	Allotted	Social representative domestic	Secondary to male goals	Ties to influential kin	Social skills	Sex segregated or occupation oriented	Shared seductive	Primary or delegated
Male	Assumed	Organization manager	Organization oriented	Ties to influential kin	Management Skills	Occupation oriented	Initiatory shared	Secondary symbolic
COMPANIONATE								
Female	Shared	Domestic and/or secondary earner	Shared discussion	Kinship retained	Earning and domestic skills	Pair or family shared	Mutual responsive	Shared secondary
Male	Shared	Occupation oriented but may be secondary	Shared discussion	Kinship retained	Earning and some domestic skills	Pair or family shared	Mutual responsive	Shared secondary
EQUALITARIAN-INTERDEPENDENT								
Female	Shared discussion	Career oriented Domestic primary	Shared discussion	Secondary	Career skills	Shared pair or family	Shared experimental	Shared responsibility or delegated
Male	Shared discussion	Career oriented Domestic primary	Shared discussion	Secondary	Career skills	Shared pair or family	Shared experimental	Shared responsibility or delegated
EQUALITARIAN-INDEPENDENT								
Female	Shared independent	Career oriented Domestic secondary	Mutual respect	Secondary or unimportant	Career skills	Shared or independent	Shared internal Independent external	Divided responsibility or delegated
Male	Shared independent	Career oriented Domestic secondary	Mutual respect	Secondary or unimportant	Career skills	Shared or independent	Shared internal Independent external	Divided responsibility or delegated
MATRICENTRIC								
Female	Primary	Work oriented Domestic responsibility	Primary	Extended maternal kinship	Work and domestic skills	Sex segregated or family	Controller	Primary responsibility
Male	Secondary or absent	Work oriented or secondary	Diminutive	Secondary or emancipated	Work skills	Sex segregated	Deferential or external	Secondary responsibility

BEST COPY AVAILABLE

TABLE 1 :COLLEGE STUDENTS' MEDIAN AGE, BY SEX, AT FIRST DATE FOR YEARS INDICATED

	YEARS									
GENDER	1972-74	1974-76	1976-78	1978-80	1980-82	1982-84	1984-86	1986-88	1988-90	1990-92
Female	15	16	15	15	15	15	15	15	15	15
Male	15	15	15	15	15	16	16	15	15	15

Source: Data are from students enrolled in family classes for the years indicated. A 1967 study by Landis and Landis of 3189 college persons found median age to be males = 14.3 and females = 14.2. (Judson T. Landis and Mary Landis, *Building a Successful Marriage*, 6th ed. Englewood Cliffs, N.J.: Prentice-Hall, 1973, p. 35.

TABLE 2 :DATING RATES AND ROOM VISITATION OF CONCORDIA STUDENTS

	1977-1985		1985-1988		1988-1991	
	Females	Males	Females	Males	Females	Males
Median number of dates per month in summer	3.5	3.4	5.2	4.9	3.5	1.5
Median number of dates per month off campus while at college	2.6	3.3	7.4	8.2	1.5	3.5
Median number of times per month other sex visits own living area	6.9	7.5	8.1	9.7	4.5	6.5

Source: Persons attending Marriage & Family classes at Concordia College during 1977-1988; 1985-1988 includes a random sample of Concordia students. 1977-1988, Females = 713, Males = 227; 1985-1988, Females = 277, Males = 119; 1988-91, Females = 230, Males = 70.

TABLE 3: ORTHOGONAL POWER VECTOR FACTOR LOADING'S FOR GENDER ROLE ITEMS

Item #	Male Control	Item #	Female Freedom
3	.992447	11	.299991
13	.361835	16	.336839
18	.331379	19	.219321
24	.497352	29	.998961
31	.372090	33	.111610

Male Control Items

3 The husband ought to control the spending of the family income?

13 A wife ought to leave decisions about the church up to her husband?

18 The husband ought to be the only breadwinner of the family?

24 The wife's place ought to be in the home?

31 Education is more important for the male than the female?

Female Freedom Items

11 The wife has as much right to continue her education after marriage as her husband?

16 The wife has the right to determine her own recreational activities?

19 Females ought to seek political offices as well as males?

29 The wife ought to be permitted to enter an occupation of her choice?

33 The wife ought to have an independent voice in family spending?

TABLE 4: COLLEGE STUDENTS' ATTITUDES TOWARDS WIVES' AND HUSBANDS' FAMILY CONTROL

	Female Freedom			Male Control		
Year	Males	Females	Sign.	Males	Females	Sign.
1972-74	10.85	11.06	ns	7.26	6.23	*
1974-76	10.29	11.52	***	8.15	5.59	***
1976-78	10.59	11.56	***	7.73	5.37	***
1978-80	10.73	11.71	***	6.99	4.71	***
1980-82	10.74	11.82	***	6.63	4.89	***
1982-84	11.08	11.87	***	6.16	4.22	***
1984-86	11.19	11.94	ns	5.18	4.12	*
1986-88	11.50	12.30	***	5.38	3.88	***
1988-90	11.88	12.45	***	5.18	3.90	***
1990-92	11.75	12.48	***	5.83	3.69	***

Using the separate group t-test, ns = not significant, * = $p < .05$;
** = $p < .01$, and *** = $p < .001$. Total N = 1830 females and 803 males.

FIGURE 2: COLLEGE STUDENTS' ATTITUDES

WIVES' AND HUSBANDS' FAMILY CONTROL

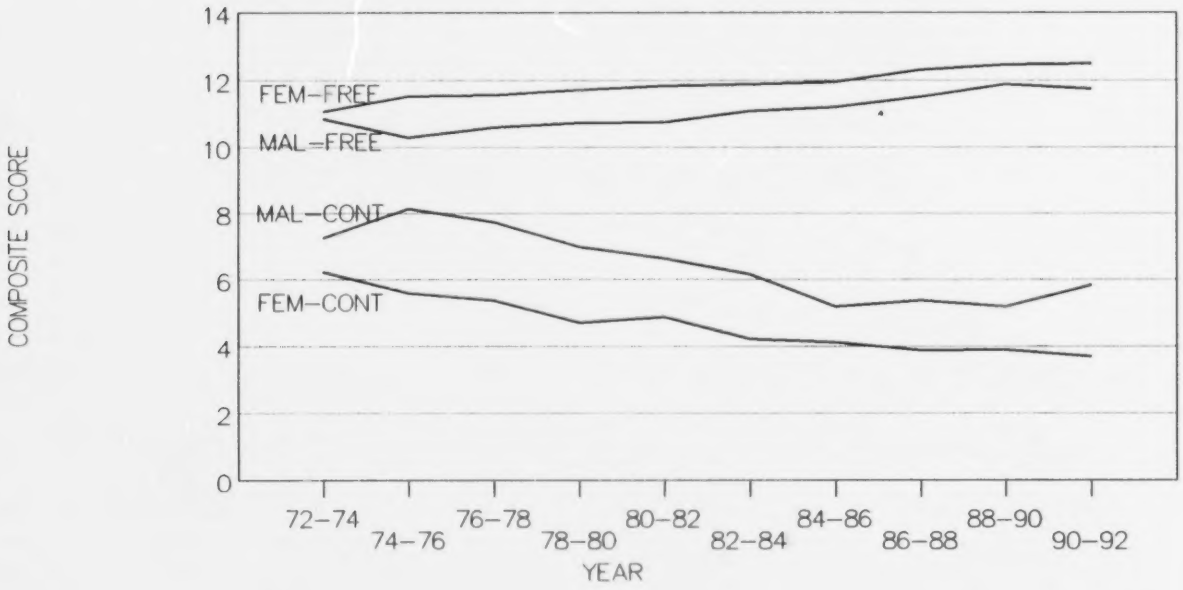

TABLE 5: ORTHOGONAL POWER VECTOR FACTOR LOADINGS FOR ECONOMIC DEPENDENCY ITEMS

Item #	Male Control
3	.995440
18	.318899
24	.489052
27	.227543
34	.163783

Economic Role Items

3. The husband ought to control the spending of the family income?

18. The husband ought to be the only breadwinner of the family?

24. The wife's place ought to be in the home?

27. The wife ought to have complete economic dependence upon her husband?

34. The wife ought to expect from her husband adequate amounts of money to keep her wardrobe fashionable and up-to-date?

MEAN RESPONSES TO ECONOMIC DEPENDENCY SCALE BY YEAR FOR WOMEN AND MEN

Year	Female Mean	Male Mean	Level of Significance
1968-70	9.32	10.01	***
1970-72	8.10	9.45	***
1972-74	5.16	6.28	*
1974-76	4.34	6.29	***
1976-78	2.88	5.72	***
1978-80	4.46	7.11	***
1980-92	5.18	6.73	***
1982-84	4.44	6.20	***
1984-86	4.45	5.15	ns
1986-88	4.13	5.57	***
1988-90	4.22	5.50	***
1990-92	3.86	6.00	***

Using the separate group t-test, ns = not significant, * = $p < .05$; ** = $p < .01$, and *** = $p < .001$. Total N = 1830 females and 803 males.

FIGURE 3: ECONOMIC CONTROL ATTITUDE BY GENDER

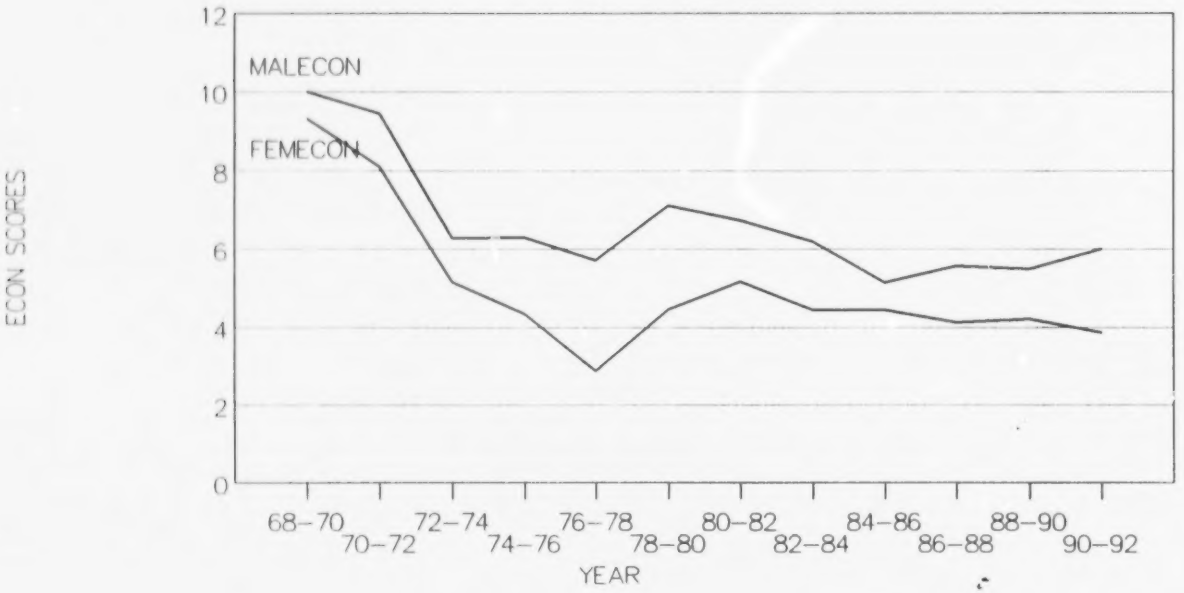

FIGURE 4: WANT JOINT CHECKING ACCOUNT BY GENDER

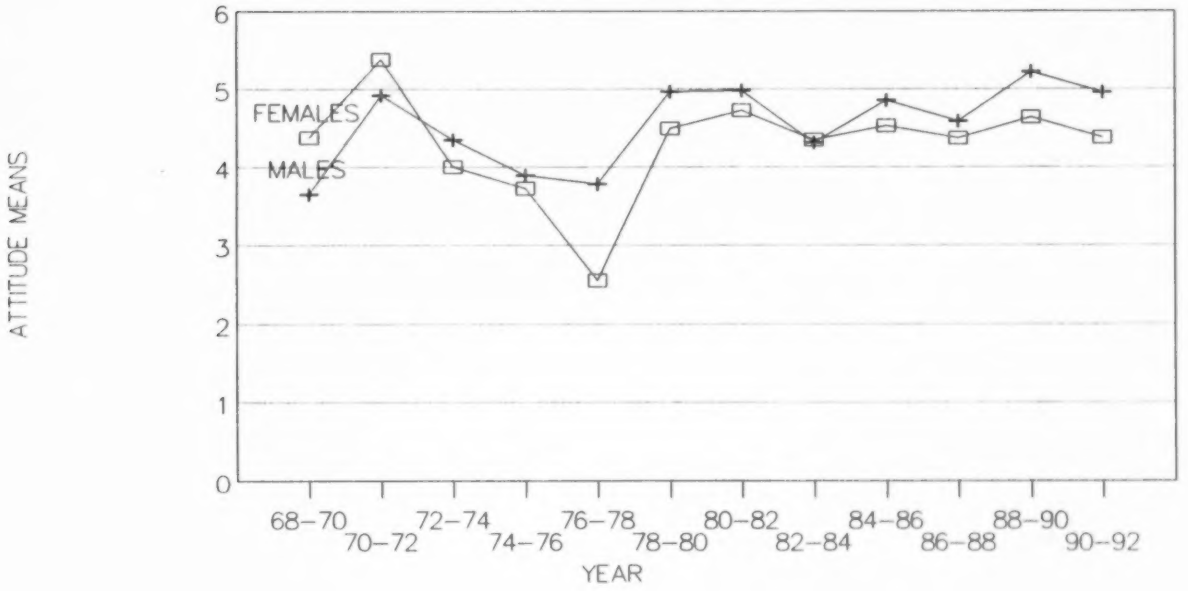

TABLE 6: MEANS AND PROBABILITIES OF T-TESTS COMPARING FEMALES AND MALES ON SELECT LOVE ITEMS 1968-1992

Love Item #		1968-70	1970-72	1972-74	1974-76	1976-78	1978-80	1980-82	1982-84	1984-86	1986-88	1988-90	1990-92
		Year											
1	M	4.67	4.71	4.73	4.72	4.58	4.50	4.63	4.97	4.93	4.46	4.49	4.23
	F	5.16	5.17	4.94	5.05	4.90	4.83	4.94	4.87	4.27	4.84	4.82	4.73
	P =	.003	.007	.555	.137	.233	.173	.521	.786	.229	.073	.212	.054
3	M	4.39	4.32	4.37	4.58	4.14	4.56	4.31	4.38	4.64	4.51	4.67	4.72
	F	4.46	4.59	4.75	4.45	4.83	4.85	4.98	4.81	4.50	4.95	4.98	4.97
	P =	.725	.219	.646	.650	.028	.666	.177	.301	.806	.072	.284	.593
5	M	3.05	2.75	2.57	2.44	1.98	2.08	2.13	2.29	2.14	1.91	1.93	1.87
	F	2.73	2.21	1.91	1.81	1.79	1.80	1.89	1.66	2.07	1.64	1.66	1.58
	P =	.065	.002	.028	.001	.678	.096	.500	.007	.862	.027	.075	.029
6	M	3.82	4.04	3.93	4.04	4.28	3.86	4.50	4.21	3.14	3.76	3.73	4.02
	F	3.90	3.43	3.24	3.51	3.34	3.43	3.09	3.38	3.24	3.53	3.70	3.29
	P =	.691	.004	.083	.041	.003	.140	.007	.030	.856	.578	.913	.019
7	M	2.07	2.23	2.37	2.60	2.09	2.28	2.31	2.39	1.86	2.03	2.20	2.26
	F	1.65	1.60	1.59	1.68	1.42	1.64	1 68	1.55	1.86	1.60	1.71	1.43
	P =	.001	.000	.005	.000	.000	.001	.050	.000	.984	.003	.014	.000
9	M	4.07	4.34	3.73	4.14	4.70	4.10	4.56	4.79	3.07	4.79	4.60	4.55
	F	4.13	3.76	3.80	4.10	3.96	4.04	3.91	4.23	4.30	4.12	4.26	4.04
	P =	.685	.002	.838	.849	.006	.810	.155	.084	.014	.003	.227	.060
10	M	4.22	3.86	3.37	3.13	3.19	3.38	3.44	3.71	2.93	3.77	3.62	3.75
	F	3.71	3.28	2.76	2.73	2.87	2.84	2.95	3.12	3.13	3.13	3.08	3.17
	P =	.003	.002	.031	.022	.162	.013	.214	.068	.672	.002	.025	.015
16	M	3.52	3.24	3.37	3.19	2.91	3.20	2.75	3.10	2.86	2.81	2.73	3.02
	F	3.92	3.62	3.33	3.32	3.11	3.19	3.21	3.07	3.87	3.59	3.64	3.47
	P =	.026	.042	.899	.589	.530	.966	.231	.907	.030	.001	.001	.069
17	M	3.59	3.81	3.73	3.29	3.58	3.34	3.50	3.83	3.79	3.83	3.84	3.96
	F	3.47	3.51	3.41	3.24	3.29	3.13	3.23	3.18	3.20	3.37	3.27	3.48
	P =	.523	.083	.630	.801	.272	.588	.569	.056	.267	.037	.032	.061
20	M	4.86	5.10	4.87	4.96	5.02	4.80	4.69	5.21	4.21	5.03	5.20	4.79
	F	5.15	5.32	5.14	5.37	5.53	5.40	5.39	5.38	4.83	5.37	5.37	5.30
	P =	.072	.165	.573	.041	.020	.007	.050	.552	.216	.053	.572	.023
23	M	3.07	2.86	2.87	3.07	2.42	2.66	3.06	2.79	2.93	2.69	2.64	3.11
	F	2.75	2.66	2.38	2.37	2.59	2.29	2.91	1.96	2.03	2.33	2.37	2.32
	P =	.100	.317	.156	.007	.585	.156	.793	.023	.068	.160	.631	.014
24	M	3.05	3.34	2.97	3.00	2.93	2.70	2.88	2.93	3.21	2.34	2.42	2.13
	F	2.57	2.62	2.84	2.58	2.51	2.59	2.24	2.07	1.66	2.02	2.09	1.84
	P =	.005	.000	.716	.053	.088	.646	.097	.002	.000	.081	.168	.123

Item #		1968 -70	1970 -72	1972 -74	1974 -76	1976 -78	1978 -80	1980 -82	1982 -84	1984 -86	1986 -88	1988 -90	1990 -92
25	M	3.61	3.33	2.97	3.32	3.33	3.02	3.13	3.96	3.21	3.49	3.16	3.92
	F	3.52	3.65	2.80	3.02	3.01	3.15	2.94	3.28	3.62	2.94	3.10	2.89
	P =	.671	.153	.661	.234	.292	.655	.701	.115	.511	.027	.850	.001
26	M	4.83	5.08	4.73	5.18	5.16	4.50	4.94	3.96	5.36	5.10	5.31	5.11
	F	4.82	5.05	4.53	4.93	4.56	4.42	4.95	4.43	4.79	4.70	4.76	4.71
	P =	.963	.873	.617	.309	.051	.801	.970	.278	.640	.097	.056	.173
31	M	2.76	2.65	3.23	3.04	2.72	2.88	2.94	2.93	3.14	2.91	2.87	2.91
	F	2.55	2.48	2.44	2.38	2.42	2.57	2.35	2.62	2.69	2.68	2.67	2.82
	P =	.196	.305	.013	.002	.214	.190	.115	.633	.587	.245	.563	.709
32	M	4.23	4.42	4.17	4.38	4.30	4.60	4.38	4.93	4.50	4.40	4.33	4.45
	F	4.29	4.32	4.69	4.72	4.76	4.83	4.74	4.41	3.90	4.66	4.64	4.67
	P =	.760	.628	.155	.113	.070	.636	.616	.135	.259	.221	.214	.592
35	M	3.35	3.46	3.45	3.78	3.84	3.98	3.63	3.41	3.64	4.16	4.00	4.19
	F	2.88	2.84	3.06	3.12	3.09	3.45	3.58	3.69	3.13	3.63	3.59	3.68
	P =	.006	.001	.241	.004	.005	.050	.917	.508	.279	.025	.149	.066
40	M	3.37	3.25	3.38	2.99	3.40	2.82	2.81	2.90	2.71	2.84	2.80	3.11
	F	3.30	2.88	2.74	2.57	2.51	2.01	2.27	2.69	2.50	2.46	2.59	2.22
	P =	.719	.080	.089	.102	.006	.001	.235	.611	.693	.095	.529	.001
44	M	6.39	6.56	6.45	6.44	6.53	6.34	6.81	6.07	6.14	6.50	6.44	6.49
	F	6.52	6.59	6.32	6.34	6.39	6.38	6.33	6.26	6.17	6.52	6.47	6.59
	P =	.149	.670	.574	.602	.308	.792	.046	.576	.957	.814	.818	.660
45	M	2.88	3.04	3.03	2.69	3.21	2.70	3.00	3.24	3.50	3.06	2.93	3.47
	F	2.18	2.32	2.33	2.44	2.43	2.54	2.33	2.65	2.63	2.71	2.72	2.51
	P =	.000	.000	.020	.172	.001	.504	.058	.081	.105	.089	.586	.000
47	M	5.92	6.16	6.07	6.24	6.26	6.00	6.50	6.00	6.21	6.21	6.11	6.13
	F	6.03	6.11	5.95	6.29	6.29	6.22	6.14	6.04	6.20	6.43	6.42	6.49
	P =	.648	.698	.655	.669	.817	.201	.175	.867	.962	.037	.014	.011
49	M	2.55	2.32	1.93	2.25	2.40	2.28	2.13	2.00	1.86	2.04	2.04	2.34
	F	2.30	1.91	1.71	1.85	1.62	1.76	1.70	2.00	1.80	1.63	1.60	1.63
	P =	.094	.004	.285	.022	.000	.002	.138	1.00	.856	.001	.001	.000
50	M	3.08	3.24	2.93	2.86	2.88	2.54	2.44	2.62	1.86	2.27	2.47	1.83
	F	2.87	2.76	2.70	2.74	2.42	2.43	2.55	2.19	1.97	1.94	1.98	1.84
	P =	.182	.008	.542	.551	.036	.587	.801	.161	.713	.037	.017	.936
51	M	4.35	3.75	3.24	3.70	3.51	3.06	3.00	3.31	2.14	3.27	3.53	2.91
	F	4.18	3.71	3.30	3.24	3.06	2.85	2.59	2.83	2.93	2.76	2.84	2.57
	P =	.628	.852	.865	.047	.073	.609	.665	.158	.080	.015	.012	.125
52	M	3.58	3.58	3.55	3.96	3.98	4.10	4.31	3.59	4.71	4.54	4.56	4.62
	F	3.46	3.38	2.88	3.22	3.21	3.47	3.27	3.60	3.80	3.91	4.06	3.79
	P =	.555	.646	.070	.007	.008	.033	.040	.975	.149	.017	.124	.008

M = Male mean; F = Female mean; P = Probability

SELECT QUESTIONNAIRE LOVE ITEMS

1. Infatuation is an immature kind of love.

3. It is possible for one person to love and hate another person at the same time.

5. Female love is oriented toward sex mostly as a means of obtaining offspring.

6. No one in their right mind would ever think of hurting someone they love.

7. After a woman has borne a child her love naturally decreases for her husband as it increases for the child.

9. Persons who marry for financial convenience likely will never love each other.

10. The early presence of children in the home increases the love of the parents for each other.

16. Male love is oriented toward sex mostly as an end in itself.

17. Love tends to increase between persons whose parents object to the relationship.

20. Deep friendship for one's own sex and love for the opposite sex have many similar qualities.

23. It is not possible for a person to love one's self and someone else at the same time.

24. Brothers and sisters naturally have sexual interests in each other.

25. Infants are incapable of being stimulated sexually.

26. Love precedes marriage in most societies.

31. Love diminishes as sexual attraction diminishes.

32. Some females become more active sexually after their menopause.

35. It is common for persons to fall in love with each other at their first meeting.

40. Conceit and self-love are the same.

44. Males may be sexually attracted to a person of the opposite sex without being in love.

45. Repeatedly doing the same things together diminishes love.

47. Females may be sexually attracted to a member of the opposite sex without being in love.

49. As persons become older their emotional capacity to love diminishes.

50. Parents naturally have erotic feelings for their offspring of the opposite sex.

51. Persons over 65 years of age rarely have sexual activity.

52. All mothers naturally love their children.

FIGURE 5 : ECONOMIC CONTROL ATTITUDE

LOVE AT FIRST MEETING (1968–92)

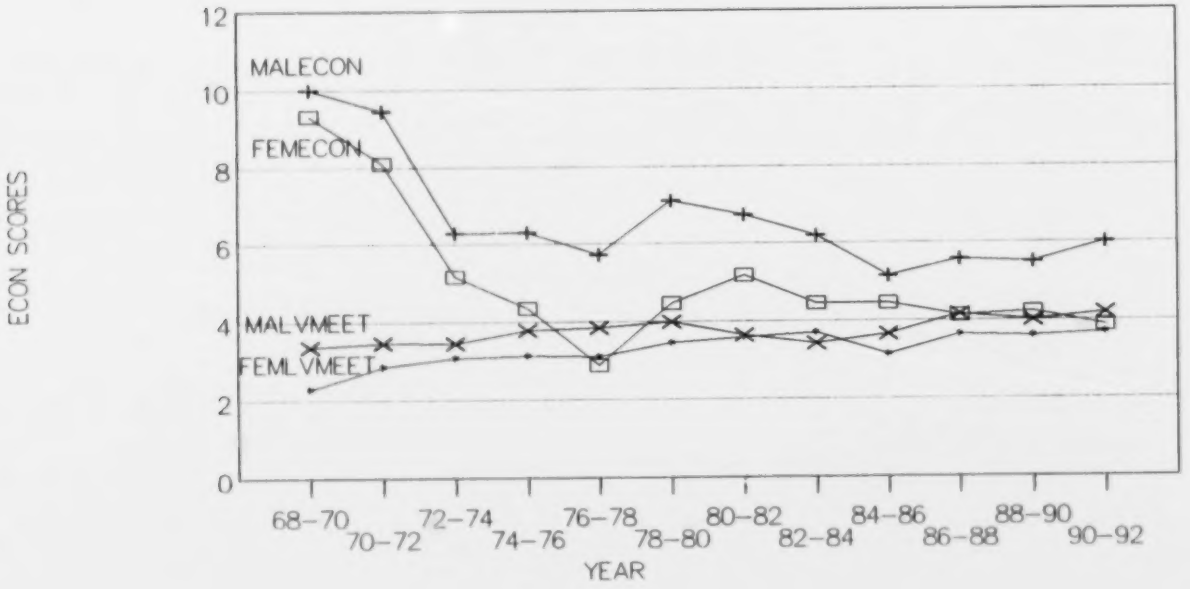

FIGURE 6: LOVE AT FIRST MEETING
LOVE DIMINISHES WITH AGE (1968–92)

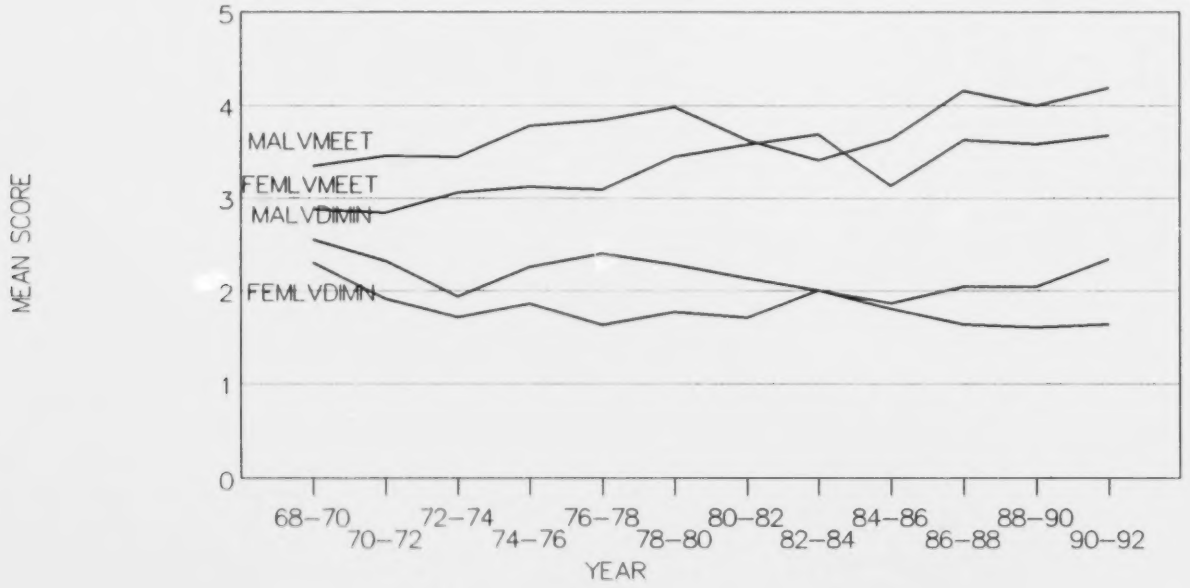

FIGURE 7 :ATTITUDES TOWARD CHILDREN

INCREASE OR DECREASE SPOUSAL LOVE

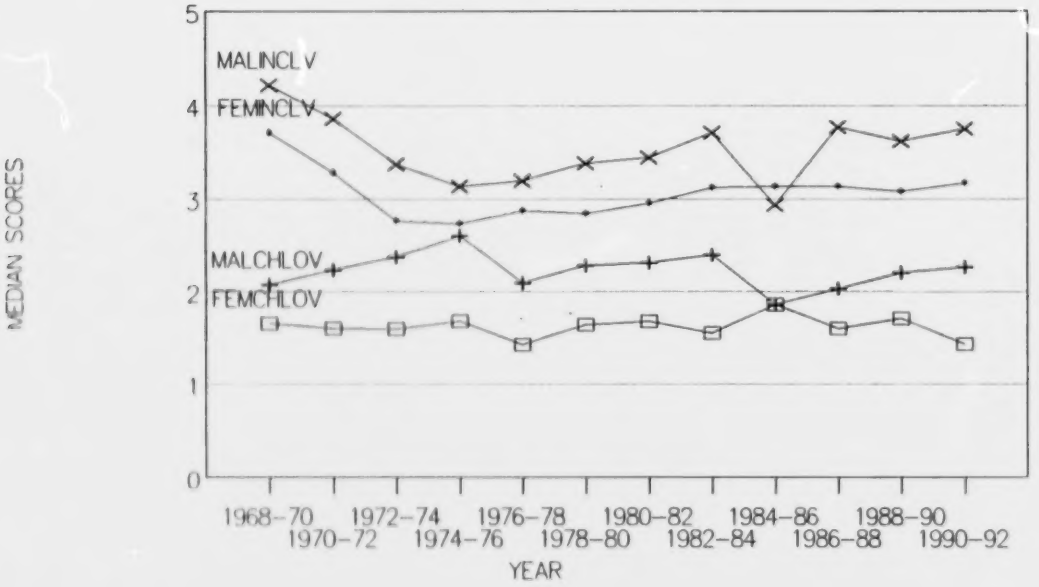

TABLE 7 :COLLEGE STUDENTS' ATTITUDES TOWARD SEXUAL PERMISSIVENESS BY GENDER, BY MALES AND FEMALES, AND BY YEAR

SEX WITH STRONG AFFECTION:	For Females			For Males		
Year	Male Mean	Female Mean	Level Sign.	Male Mean	Female Mean	Level Sign.
1968-70	3.68	2.51	***			
1970-72	3.86	3.17	**			
1972-74	4.22	2.93	**			
1974-76	3.20	2.63	*			
1976-78	2.87	1.52	***	2.99	1.57	***
1978-80	4.36	3.16	**	4.42	3.32	**
1980-82	3.63	2.86	ns	3.88	3.15	ns
1982-84	3.90	3.38	ns	4.07	3.61	ns
1984-86	4.21	3.23	ns	4.29	3.33	ns
1986-88	4.51	3.82	**	4.73	3.91	**
1988-90	4.87	4.47	ns	4.87	4.49	ns
1990-92	5.32	5.02	ns	5.32	5.01	ns

Source: Data are from persons enrolled in family classes at Concordia for the years 1968 to 1992. Items are the two most permissive statements from the Reiss sexual permissiveness scale, Ira Reiss, "Premarital Sexual Permisssiveness among Negroes and Whites," *American Sociological Review*, 29 (1964):688-9. Scale: 1 = decidedly no to 7 = decidedly yes. For separate group t-test, * = P < .05, ** = P < .01, *** = P < .001 & ns = not significant.

TABLE 8 :COLLEGE STUDENTS' ATTITUDES TOWARD SEXUAL PERMISSIVENESS BY GENDER, BY MALES AND FEMALES, AND BY YEAR

SEX WITHOUT STRONG AFFECTION:	For Females			For Males		
Year	Male Mean	Female Mean	Level Sign.	Male Mean	Female Mean	Level Sign.
1968-70	2.34	1.52	***			
1970-72	2.44	1.80	***			
1972-74	2.78	1.65	**			
1974-76	2.05	1.57	*			
1976-78	2.30	1.67	***	2.68	1.69	***
1978-80	2.56	1.76	**	3.02	1.86	***
1980-82	1.88	1.62	ns	2.31	1.55	**
1982-84	2.17	1.83	ns	2.38	1.84	*
1984-86	2.21	1.97	ns	2.79	2.00	*
1986-88	2.74	2.18	**	2.92	2.17	***
1988-90	2.69	2.38	ns	2.89	2.35	*
1990-92	3.02	2.48	*	3.36	2.56	**

Source: Data are from persons enrolled in family classes at Concordia for the years 1968 to 1992. Items are the two most permissive statements from the Reiss sexual permissiveness scale, Ira Reiss, "Premarital Sexual Permissiveness among Negroes and Whites," *American Sociological Review*, 29 (1964):688-9. Scale: 1 = decidedly no to 7 = decidedly yes. For separate group t-test, * = P < .05, ** = P < .01, *** = P < .001 & ns = not significant.

FIGURE 8: SEXUAL PERMISSIVE ATTITUDES WITH & WITHOUT AFFECTION BY GENDER

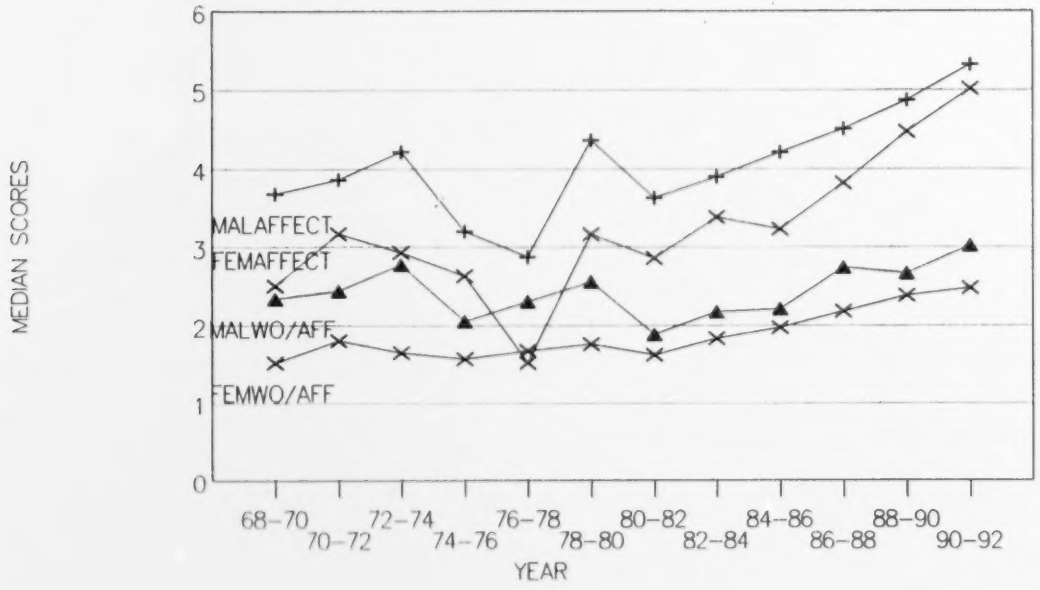

FIGURE 9 :PREMARITAL SEXUAL EXPERIENCE BY GENDER

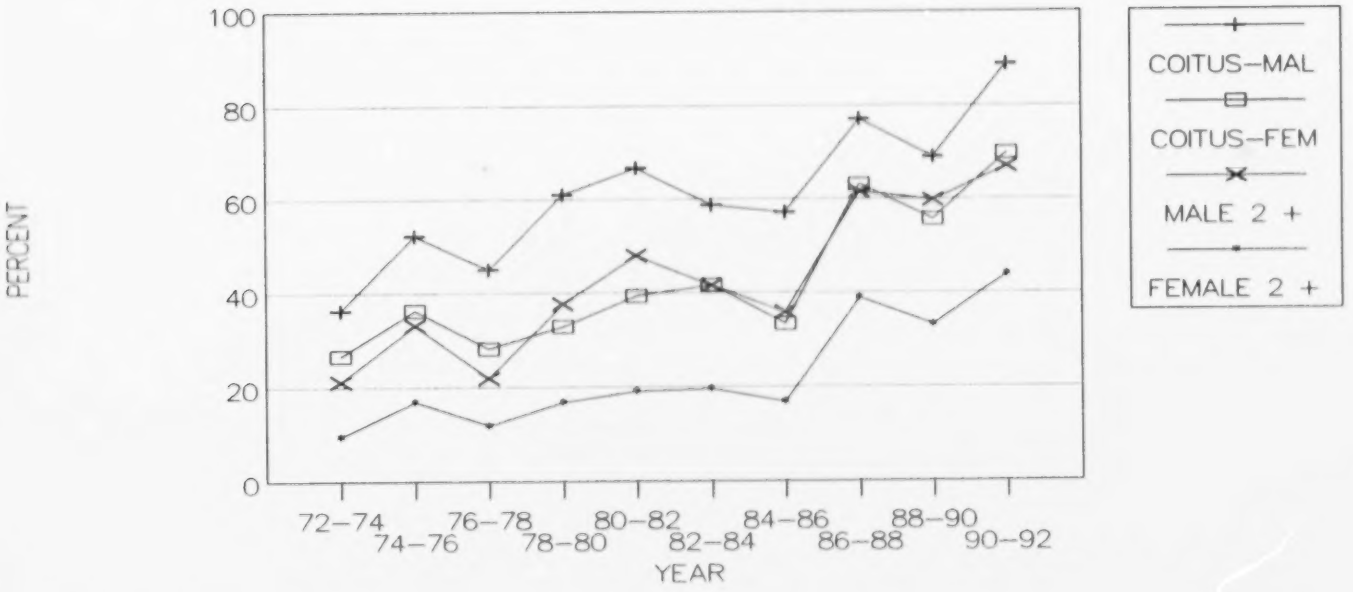

TABLE 9 : PRIMARY SOURCES OF SEX INFORMATION BY YEAR AND PERCENT FAMILY MEMBERS

SOURCE	1969 -70	1970 -71	1974 -76	1976 -78	1978 -80	1980 -82	1982 -84	1984 -86	1986 -88	1988 -90	1990 -92
FEMALES											
Mother	18.4	24.3	18.5	19.2	23.7	26.2	16.7	47.9	20.4	21.1	29.8
Father	1.9	0.0	0.5	1.0	2.4	1.8	0.0	4.3	1.4	1.4	1.6
Sister(s)	1.0	2.7	3.1	5.2	4.3	3.6	5.0	8.7	4.2	1.3	3.7
Brother(s)	0.0	1.4	0.0	1.0	1.0	0.6	0.0	0.0	0.0	0.0	1.0
MALES											
Mother	9.6	3.8	4.3	4.0	4.7	4.1	0.0	22.2	7.2	6.7	9.6
Father	9.6	5.7	4.4	8.0	10.9	12.2	5.3	0.0	9.2	2.2	7.7
Sister(s)	0.0	0.0	1.4	1.3	0.0	2.0	0.0	0.0	2.1	2.2	2.1
Brother(s)	0.0	3.8	0.0	2.7	1.6	4.1	0.0	0.0	3.1	8.9	2.1

TABLE 10: MOST ACCURATE SOURCES OF SEX INFORMATION BY YEAR AND PERCENT FAMILY MEMBERS

SOURCE	1969 -70	1970 -71	1974 -76	1976 -78	1978 -80	1980 -82	1982 -84	1984 -86	1986 -88	1988 -90	1990 -92
FEMALES											
Mother	16.5	16.2	21.6	21.8	22.4	25.1	18.3	39.2	20.0	26.4	25.5
Father	1.9	0.0	0.6	0.5	1.9	1.2	0.0	0.0	1.4	0.8	1.6
Sister(s)	1.0	1.4	4.3	3.1	2.4	4.2	0.0	8.7	5.1	1.4	3.6
Brother(s)	0.0	0.0	0.0	0.0	0.5	0.6	0.0	0.0	0.5	0.0	0.0
MALES											
Mother	7.7	5.7	1.4	6.4	9.4	10.2	5.3	22.2	7.2	8.9	11.4
Father	9.6	5.7	4.3	7.7	12.5	4.1	5.3	0.0	11.3	8.9	11.6
Sister(s)	0.0	0.0	2.8	1.3	0.0	0.0	0.0	0.0	1.0	2.2	0.0
Brother(s)	1.9	1.9	0.0	1.3	1.6	2.0	0.0	0.0	2.1	4.4	0.0